

# Video Series – In Pre-Production Phase

- SWC – Community Engagement Committee
- Presented video idea
- Formed a Sub-group to support the Video Series Project
- Meeting monthly through 2020
- Third meeting in early August

# Video Series – About the Videos

- **Video Series Objectives**

1. Raise general public awareness of water temperature issues
2. Motivate viewers and inspire them to take action in their communities
3. Start conversations that lead to a change the social norms and build momentum

# Video Series – About the Videos

- 4 videos – General themes identified:
  1. Big-Picture Overview
  2. Solutions & Community Involvement
  3. Residential Landowner Opportunities
  4. Agricultural Landowner Opportunities

# Video Series – Next Steps

- We need to know our audience
  - Reviewing existing literature/research
    - Suggestions?
  - What do we still want to know?
    - Survey development
- Shooting footage in the sun!

# Story Map – In Draft

- Same objectives as videos
- Consistent messaging
- Same/similar content, but different feel
- Links to resources and partner sites
- Easy to edit in the future
  - New projects and success stories to highlight
  - Changes in messaging
  - New data to include on maps

# Discussion – Want to be Involved?

- Help us by providing content ideas!
- Featuring:
  - Projects/Programs
  - People/Ambassadors (yourself?)
  - Success Stories
  - Existing pictures/video footage
  - Buffer/no-buffer drone footage
- Thoughts on messaging?
- Please email additional ideas to Michelle